

What is claimed is:

1. A method for selecting products that occurs over a networked computer system comprises:
2. sending a user a web page that contains questions that
3. request preferences for scales that correspond to aesthetic
4. features of products:
5. receiving from a user, a set of responses from the
6. questions that correspond to aesthetic features of products, to
7. produce a profile preferences for scales that correspond to
8. aesthetic features of products.

1. The method of claim 1 further comprising:
2. compiling an aesthetic profile tag for the user based
3. on the received responses for the preferences for the scales.

1. 3. The method of claim 1 further comprising:
2. retrieving a product aesthetic tag associated with a
3. particular product type selected by the user, the product
4. aesthetic tag representing aesthetic features of the product;
5. forming a result tag that contains a value
6. corresponding to how well aesthetic features of the product match
7. to aesthetic preferences of the customer.

1. 4. The method of claim 1 wherein the user is presented
2. with a graphical user interface that contains questions that
3. illicit the information from the user.

1. 5. The method of claim 1 wherein the user is present with
2. a graphical user interface that is a web page.

1 1 6. The method of claim 5 wherein web page includes a
2 control for the user to enter a value corresponding to how the
3 user rates the importance of the scale.

1 1 7. The method of claim 5 wherein the web page includes a
2 control that when selected by the user displays a picture of an
3 item that embodies the scale.

1 1 8. The method of claim 5 wherein the web page includes a
2 description of each of the scales.

1 1 9. The method of claim 5 wherein the web page includes a
2 first control for the user to enter a value corresponding to how
3 the user rates the importance of the scale; a second control that
4 when selected by the user displays a picture of an item that
5 embodies the scale, and a description of each of the scales

1 1 10. A method of producing an aesthetic profile tag for a
2 user comprises:

3 1 entering preferences in a plurality of attribute
4 2 scales, said attribute scales providing textual indications of
5 3 aesthetic features preferred by a user.

1 1 11. The method of claim 10 wherein the aesthetic features
2 include at least one of form, material, decoration, overall
3 appearance, and novelty.

1 1 12. The method of claim 10 wherein each scale is further
2 divided into three levels.

15. A computer program product for selecting products, said
2 computer program product residing on a computer readable medium
3 comprises instructions for causing a computer to:

4 receive from a user responses for preferences for
5 scales that correspond to aesthetic features of products, wherein
6 the computer program product produces a graphical user interface
7 that contains questions that illicit the information from the
8 user.

1 14. The computer program product of claim 13 further
2 comprising instructions to:

3 compile an aesthetic profile tag for the user based on
4 the received responses for the scales.

15. A system for selecting products, said system
2 comprising:

3 a computer;
4 a computer program product residing on a computer
5 readable medium comprises instructions for causing a computer to:
6 receive from a user responses for preferences for
7 scales that correspond to aesthetic features of products, wherein
8 the computer program product produces a graphical user interface
9 that contains questions that illicit the information from the
10 user.